



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/055,961	01/28/2002	Masako Tabei	2002_0084A	6696

513 7590 12/14/2004

WENDEROTH, LIND & PONACK, L.L.P.  
2033 K STREET N. W.  
SUITE 800  
WASHINGTON, DC 20006-1021

EXAMINER

BACKER, FIRMIN

ART UNIT	PAPER NUMBER
----------	--------------

3621

DATE MAILED: 12/14/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	Application No. 10/055,961	Applicant(s) TABEL, MASAKO	
	Examiner Firmin Backer	Art Unit 3621	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 28 January 2002.  
 2a) ☐ This action is FINAL.                      2b) ☒ This action is non-final.  
 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 1-8 is/are pending in the application.  
     4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.  
 6) ☒ Claim(s) 1-8 is/are rejected.  
 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.  
 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) ☐ The specification is objected to by the Examiner.  
 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
     Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
     Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
     a) ☐ All    b) ☐ Some \* c) ☐ None of:  
         1. ☐ Certified copies of the priority documents have been received.  
         2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
         3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).  
     \* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)             | 4) <input type="checkbox"/> Interview Summary (PTO-413)                     |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)    | Paper No(s)/Mail Date. _____  |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| Paper No(s)/Mail Date _____   | 6) <input type="checkbox"/> Other: _____                                    |

## DETAILED ACTION

This is in response to a letter for patent filed on January 28<sup>th</sup>, 2002 in which claims 1-8 are presented for examination. Claims 1-8 are pending in the letter.

### *Claim Rejections - 35 USC § 103*

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1-8 are rejected under 35 U.S.C. 103(a) as being unpatentable over Crossely (U.S. Patent No. 6,766,012) in view of Kukkonen (U.S. PG Pub No. 2003/0106055)
3. As per claims 1, 4, Crossely teaches a business activity support system comprising the steps of extracting customers to be called in a given territory from a telephone directory data base, calling the customers thus extracted to prepare a list of prospective customers, and visiting the prospective customers by use of said map indicating the locations of the prospective customers (*see abstract, fig 4, column 9 line 3-55*). Crossely fails to teach an inventive concept of determining the locations of the prospective customers on a map based on the information about the address of the prospective customers and a map data base to prepare a map indicating the locations of the prospective customers. However, Kukkonen teaches an inventive concept of

Art Unit: 3621

determining the locations of the prospective customers on a map based on the information about the address of the prospective customers and a map data base to prepare a map indicating the locations of the prospective customers (*see paragraphs 0025-0032*). Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the inventive concept of Crossely to include Kukkonen's determining the locations of the prospective customers on a map based on the information about the address of the prospective customers and a map data base to prepare a map indicating the locations of the prospective customers because this would have maximized productivity of successful agents by prioritizing call distribution to those agents enjoying a high level of success with respect to a particular call campaign during a particular period of time.

4. As per claims 2, Crossely teaches a business activity support system wherein said map indicating the locations of the prospective customers is recorded on a memory medium from which a mobile computer can read (*see fig 1, 2A, column 3 lines 20-66*).

5. As per claims 3, Crossely teaches a business activity support system wherein commercial territory map, competitors, the number of prospective customers and profitability are displayed on said mobile computer (*see fig 1, 2A, column 3 lines 20-66*).

6. As per claims 5, 6, Crossely teaches a system for preparing business activity support data, the system comprising the steps of extracting customers to be called in a given territory from a telephone directory data base, calling the customers to prepare prospective customer data,

Art Unit: 3621

consumers and competitors around the locations of the prospective customers, and preparing data that shows consumption tendencies in the commercial territory (*see abstract, fig 4, column 9 line 3-55*). Crossely fails to teach an inventive concept of determining the locations of the prospective customers on a map based on information about the address of the prospective customer and a map data base to prepare a map indicating the locations of the prospective customers, preparing a map that shows a commercial territory. However, Kukkonen teaches an inventive concept of determining the locations of the prospective customers on a map based on information about the address of the prospective customer and a map data base to prepare a map indicating the locations of the prospective customers, preparing a map that shows a commercial territory (*see paragraphs 0025-0032*). Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the inventive concept of Crossely to include Kukkonen's determining the locations of the prospective customers on a map based on information about the address of the prospective customer and a map data base to prepare a map indicating the locations of the prospective customers, preparing a map that shows a commercial territory because this would have maximized productivity of successful agents by prioritizing call distribution to those agents enjoying a high level of success with respect to a particular call campaign during a particular period of time.

7. As per claims 7, Crossely teaches a system to be displayed on a mobile computer through the Internet or a memory medium (*see fig 1, 2A, column 3 lines 20-66*).

Art Unit: 3621

8. As per claims 8, Crossely teaches a system of preparing data regarding profitability (*see fig 1, 2A, column 3 lines 20-66*).

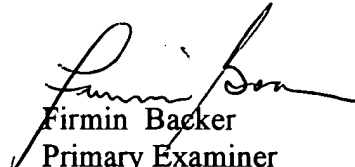
### *Conclusion*

9. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. (*see form 892*).

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Firmin Backer whose telephone number is (703) 305-0624. The examiner can normally be reached on Mon-Thu 9:00 AM - 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trammell can be reached on (703) 305-9768. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

  
Firmin Backer  
Primary Examiner  
Art Unit 3621

December 10, 2004